

Keep KAUR:

Station benefits Sioux Falls and Augustana

In recent months, an offer has been made to Augustana College for the purchase of our radio station, KAUR. Augustana's regents and administration are considering this possibility, and if the offer is accepted, KAUR will cease to exist as we know it, and will air the product of a different company.

Being reasonable, we understand that from time to time there has been negative feedback from various sources to our college's administration and regents about some of the station's programming. And the proposed sale of the station would provide the college with a small amount of much needed funds.

However, the negative effects of selling KAUR far outweigh any positive benefits. With the loss of KAUR, Augustana will lose both the news participation and DJ participation options for communications credit. Also

lost will be all potential managerial positions, which provide valuable experience for persons entering the communications field. There are many announcers, managers and even station owners working in radio today who stand as proof of what KAUR experience can do. Granted, the new owners, if the station is sold, may provide some internships for Augie students, but there will no longer be the level of experience available as there is with KAUR.

Moreover, without KAUR, Augustana will lose a powerful tool for communicating both among Augustana's population and with the greater Sioux Falls community. KAUR broadcasts Augie sports, chapel services, concerts and a variety of other events. Furthermore, the readers of Tempest magazine have this year rated KAUR the number one radio station in Sioux Falls, primarily, we believe, because

the station is a source for broadcast diversity. This is a great service that Augustana provides to Sioux Falls.

KAUR is not perfect, but it is not a slipshod organization. Neither the listening public nor the FCC expects perfection from an amateur, educational radio station. Furthermore, very few complaints have been registered with the executive staff. Instead, they have floated around as rumors. It is only when the staff of KAUR has documentation that the complaints can be dealt with.

Yes, there have been problems with and controversy over KAUR, but the solution is not to sell the station. Let's not throw the baby out with the bathwater. With a little communication, most problems can be dealt with, and KAUR can continue to benefit Augustana and Sioux Falls.

*by Melissa Moyer and
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